General information

- official journal of the Faculty of Economics & Business, University of Zagreb; Marketing Department and CROMAR (Croatian Marketing Association)
- first issue was published in 1989
- periodicity: 2 issues per year

Our vision is to become the leading scientific marketing journal in Central and Eastern Europe.
General information

- in the course of 32 years, MARKET-TRŽIŠTE has followed development trends of the marketing science and its practical application

- it publishes papers on any topic in the field of marketing, preferably with focus on emerging markets

- any interdisciplinary papers (whose topics have to include marketing) are also welcome

- a wide range of scientific papers such as literature reviews, conceptual papers, research papers as well as those focusing on methodology development, will be considered for publishing
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- WOS ESCI
- Scopus
- EBSCO Publishing
- ProQuest ABI/INFORM
- Central and Eastern European Online Library – C.E.E.O.L.
- EconLit
- ERIH PLUS
- Portal of scientific journals of Croatia - Hrčak
- RePEc
- Index Copernicus
- Cabell’s International
Catalogues and indexes

- Academic Journals Database
- Elektronische Zeitschriftenbibliothek – EZB
- ELMAR (American Marketing Association) academic resource portal
- Google Scholar
- JournalSeek database
- MIAR
- Ulrichsweb
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Information for authors

- paper submission
  - no deadline (continuous process all year around)
  - submission guidelines available at www.efzg.unizg.hr/market

- review process
  - 2 blind reviews
  - 60-90 days after submission
  - 2-3 rounds
Contacts

- Editor in Chief: Đurđana Ozretić Došen, Ph.D.
- Associate Editor: Zoran Krupka, Ph.D.
- Technical Editor: Tanja Komarac, Ph.D.

- Web site: [www.efzg.unizg.hr/market](http://www.efzg.unizg.hr/market)
- E-mail: market@efzg.hr

- Phone: +385 1 238 3314;
- Fax: +385 1 233 5633
- Address: Faculty of Economics & Business-Zagreb
Journal Market-Tržište
J.F. Kennedy Square 6
10000 Zagreb, CROATIA